

WRAL PO Box 60904 Accounting Department Charlotte, NC 28260 Main: (919)890-6000 Billing:

Billing Address:

Strategic Media Placement Attention: Accounts Payable 7669 Stagers Loop Delaware, OH 43015



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/5
Estimate Number	4507

Invoice #	163924-1
Invoice Date	09/11/16
Invoice Month	September 2016
Invoice Period	08/29/16 - 09/11/16

Property	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	163924
Alt Order #	08253738
Deal #	
Order Flight	09/05/16 - 09/11/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	WRAL AM News 6-7a	6a-7a		•						
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
				09/05/16	to 09/11/16	4x	MTWT				
	WRAL			M	09/05/16	:30	6:59 AM	PM16-148TH	\$900.00		1
	WRAL			Tu	09/06/16	:30	6:57 AM	PM16-148TH	\$900.00		4
	WRAL			W	09/07/16	:30	6:54 AM	PM16-165TH	\$900.00		3
	WRAL			Th	09/08/16	:30	5:58 AM	PM16-165TH	\$900.00		2
2	WRAL	Today Show	7-9a								
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
				09/05/16	to 09/11/16	5x	MTWT				
	WRAL			M	09/05/16	:30	8:29 AM	PM16-165TH	\$750.00		7
	WRAL			Tu	09/06/16	:30	8:59 AM	PM16-165TH	\$750.00		2
	WRAL			W	09/07/16	:30	7:21 AM	PM16-149TH	\$750.00		3
	WRAL			W	09/07/16	:30	8:46 AM	PM16-149TH	\$750.00		5
	WRAL			Th	09/08/16	:30	8:52 AM	PM16-149TH	\$750.00		4
3	WRAL	Today Show II	9a-10a								
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
				09/05/16	to 09/11/16	4x	MTWT				
	WRAL			M	09/05/16	:30	9:29 AM	PM16-148TH	\$400.00		3
	WRAL			Tu	09/06/16	:30	9:58 AM	PM16-148TH	\$400.00		2
	WRAL			W	09/07/16	:30	9:53 AM	PM16-165TH	\$400.00		4
	WRAL			Th	09/08/16	:30	9:58 AM	PM16-149TH	\$400.00		1
4	WRAL	WRAL News 6a-8a	6a-8a								
	Q4 CANDII	DATE WINDOW CARD V8.25 - CL	_ASS 4								
				09/05/16	to 09/11/16	1x	1-				
	WRAL			Sa	09/10/16	:30	7:14 AM	PM16-165TH	\$100.00		1
5	WRAL	Saturday Today- 2 Hours	8a-10a								
-		DATE WINDOW CARD V8.25 - CL									
				09/05/16	to 09/11/16	1x	1-				
				00,00,10	10 00/11/10	17					

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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
5	WRAL Saturday Today- 2 Hours	8a-10a		•		•	•		•	
	Q4 CANDIDATE WINDOW CARD V8.25 - 0	CLASS 3	_					*		
_	WRAL		Sa	09/10/16	:30	8:18 AM	РМ16-149ТН	\$400.00)	1
6	WRAL WRAL News Sunday O4 CANDIDATE WINDOW CARD V8.25 - 0	7a-9a								
	Q4 CANDIDATE WINDOW CARD V8.25 - C	JLASS 4	00/05/16	to 09/11/16	1x	1				
	WRAL		Su	09/11/16	:30	8:22 AM	РМ16-149ТН	\$150.00	1	1
7	WRAL Meet The Press	10-11a	Su	03/11/10	.50	0.22 AW	FM10-145111	ψ130.00	,	
•	Q4 CANDIDATE WINDOW CARD V8.25 - 0									
		22.1000	09/05/16	to 09/11/16	1x	1				
	WRAL		Su	09/11/16	:30	10:59 AM	PM16-165TH	\$600.00)	1
8	WRAL WRAL Noon News	12-1p								
	Q3 NON-WINDOW CANDIDATE CARD V8.	.19								
				to 09/11/16	2x	MTWT				
	WRAL		Tu	09/06/16	:30	12:24 PM	PM16-165TH	\$425.00		3
_	WRAL		Th	09/08/16	:30	12:31 PM	РМ16-149ТН	\$425.00	1	4
9	WRAL Dr. Phil Q3 NON-WINDOW CANDIDATE CARD V8.	3-4p								
	Q3 NON-WINDOW CANDIDATE CARD VO.	.19	09/05/16	to 09/11/16	4x	MTWT				
	WRAL		Tu	09/06/16	:30	3:36 PM	PM16-148TH	\$400.00	1	2
	WRAL		W	09/07/16	:30	3:34 PM	PM16-149TH	\$400.00		1
	WRAL		W	09/07/16	:30	3:51 PM	PM16-149TH	\$400.00		4
	WRAL		Th	09/08/16	:30	3:07 PM	PM16-165TH	\$400.00)	3
10	WRAL WRAL 4p News	4-5p								
	Q3 NON-WINDOW CANDIDATE CARD V8.	.19	00/05/10							
	WDAL			to 09/11/16	4x	MTWT		ΦΕ00.00		
	WRAL WRAL		Tu W	09/06/16 09/07/16	:30 :30	4:53 PM 4:37 PM	PM16-165TH PM16-149TH	\$500.00 \$500.00		4
	WRAL		Th	09/07/16	:30	4:13 PM	PM16-149TH PM16-149TH	\$500.00 \$500.00		2
	••••		•••	30,00,10	.00			ψ550.00	•	_

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Sales Office	Washington Telerep
Sales Region	National

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Alt Order #	08253738
Deal #	
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
10	WRAL	WRAL 4p News	4-5p				•				
		INDOW CANDIDATE CARD V8.1	9								
	WRAL			Th	09/08/16	:30	4:58 PM	PM16-149TH	\$500.00		3
11	WRAL	WRAL 5p News	5-530p								
	Q3 NON-W	/INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to		2x	MTWT				
	WRAL			Tu	09/06/16	:30	5:23 PM	PM16-148TH	\$1,200.00		1
	WRAL			Th	09/08/16	:30	5:29 PM	PM16-149TH	\$1,200.00		3
12	WRAL	WRAL 530p News	530-6p								
	Q3 NON-W	/INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to		2x	MTWT				
	WRAL			Tu	09/06/16	:30	5:44 PM	PM16-165TH	\$1,200.00		1
	WRAL			W	09/07/16	:30	5:37 PM	PM16-165TH	\$1,200.00		3
13	WRAL	WRAL 6p News	6p-6:30p								
	Q3 NON-W	/INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to		2x	MTWT				
	WRAL			W	09/07/16	:30	6:09 PM	PM16-149TH	\$1,600.00		1
	WRAL			Th	09/08/16	:30	6:22 PM	PM16-165TH	\$1,600.00		3
15	WRAL	Inside Edition	7-730p								
	Q3 NON-W	/INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to		4x	MTWT				
	WRAL			M	09/05/16	:30	7:27 PM	PM16-165TH	\$1,000.00		4
	WRAL			Tu	09/06/16	:30	7:12 PM	PM16-148TH	\$1,000.00		2
	WRAL			W	09/07/16	:30	7:27 PM	PM16-149TH	\$1,000.00		1
	WRAL			Th	09/08/16	:30	7:13 PM	РМ16-149ТН	\$1,000.00		3
16	WRAL	Late News	11-1135p								
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to		5x	MTWT				
	WRAL			M	09/05/16	:30	11:24 PM	PM16-148TH	\$1,200.00		5

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INVOICE	
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Property	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

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Alt Order #	08253738
Deal #	
Order Flight	09/05/16 - 09/11/16

Billing Calendar	Broadcast
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
16	WRAL	Late News	11-1135p	•	•		•		•		
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
	WRAL			Tu	09/06/16	:30	11:13 PM	PM16-165TH	\$1,200.00		3
	WRAL			Tu	09/06/16	:30	11:23 PM	PM16-148TH	\$1,200.00		1
	WRAL			W	09/07/16	:30	11:13 PM	PM16-149TH	\$1,200.00		4
	WRAL			W	09/07/16	:30	11:23 PM	PM16-149TH	\$1,200.00		2
17	WRAL Q3 NON-W	America's Got Talent TUE 'INDOW CANDIDATE CARD V8.1	8-10P 9								
				09/05/16 to	09/11/16	2x	-2				
	WRAL			Tu	09/06/16	:30	8:41 PM	PM16-165TH	\$2,800.00		1
	WRAL			Tu	09/06/16	:30	9:39 PM	PM16-148TH	\$2,800.00		2
18	WRAL Q3 NON-W	America's Got Talent WED INDOW CANDIDATE CARD V8.1	9-10P 9								
				09/05/16 to	09/11/16	2x	2				
	WRAL			W	09/07/16	:00			\$2.750.00	See MG 18.3.18.4	1
	WRAL			W	09/07/16	:00			\$2,750.00	See MG 18.3,18.4	2
	WRAL \	Wednesday Hr 1	8-9p	W	09/07/16	:30	7:59 PM	PM16-149TH	\$2,750.00	MG for 18.1,18.2	3
	WRAL \	Wednesday Hr 1	8-9p	W	09/07/16	:30	8:58 PM	PM16-165TH	\$2,750.00	MG for 18.1,18.2	4
19	WRAL	Wednesday Hr 3	10-11p								
	Q3 NON-W	INDOW CANDIDATE CARD V8.1	9								
				09/05/16 to	09/11/16	1x	1				
	WRAL			W	09/07/16	:30	10:33 PM	РМ16-149ТН	\$2,800.00		1
22	WRAL	WRAL SAT 7-730p News	7p-730p								
	Q4 CANDIE	DATE WINDOW CARD V8.25 - CI	_ASS 4								
				09/05/16 to	09/11/16	1x	S-				
	WRAL			Sa	09/10/16	:00			\$150.00	Credited	1
23		America Ninja Warrior MON INDOW CANDIDATE CARD V8.1	8-10P 9						·		
				09/05/16 to	09/11/16	2x	M				

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IN	VO	ICE	
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	Advertiser	Pat McCrory for Governor				
	Product	MCCRORY 9/5				
	Estimate Number	4507				

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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
23	WRAL America Ninja Warrior MON	8-10P		•				<u>.</u>		
	Q3 NON-WINDOW CANDIDATE CARD V8.	19								
	WRAL		M	09/05/16	:30	8:45 PM	PM16-148TH	\$2,200.00		2
	WRAL		M	09/05/16	:30	9:15 PM	PM16-165TH	\$2,200.00		1
24	WRAL WRAL 430A News Q3 NON-WINDOW CANDIDATE CARD V8.	430a-5a 19								
			09/05/16 to	09/11/16	3x	MTWT				
	WRAL		M	09/05/16	:30	4:43 AM	PM16-165TH	\$100.00		2
	WRAL		Tu	09/06/16	:30	4:54 AM	PM16-165TH	\$100.00		1
	WRAL		W	09/07/16	:30	4:54 AM	PM16-149TH	\$100.00		3
25	WRAL Today Show Q4 CANDIDATE WINDOW CARD V8.25 - C	7-9A LASS 3								
			09/05/16 to	09/11/16	2x	F				
	WRAL		F	09/09/16	:30	8:29 AM	PM16-149TH	\$550.00		2
	WRAL		F	09/09/16	:30	8:50 AM	PM16-149TH	\$550.00		1
26	WRAL WRAL Noon News Q4 CANDIDATE WINDOW CARD V8.25 - C	12-1p LASS 3								
			09/05/16 to	09/11/16	2x	F				
	WRAL		F	09/09/16	:30	12:22 PM	PM16-165TH	\$350.00		2
	WRAL		F	09/09/16	:30	12:53 PM	PM16-149TH	\$350.00		1
27	WRAL WRAL 5p News Q4 CANDIDATE WINDOW CARD V8.25 - C	5p-530p LASS 4								
			09/05/16 to	09/11/16	2x	F				
	WRAL		F	09/09/16	:30	5:11 PM	PM16-149TH	\$425.00		1
	WRAL		F	09/09/16	:30	5:27 PM	PM16-149TH	\$425.00		2
28	WRAL WRAL 530p News Q4 CANDIDATE WINDOW CARD V8.25 - C	530-6p LASS 4								
			09/05/16 to	09/11/16	2x	F				
	WRAL		F	09/09/16	:30	5:38 PM	РМ16-165ТН	\$400.00		2

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Q4 CANDIDATE WINDOW CARD V8.25 - CLASS 4

BH	INVOICE	ATE
DU	PLIC	ALE

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Sales Office	Washington Telerep
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28	WRAL	WRAL 530p News	530-6p					•	•		
	Q4 CANDII	DATE WINDOW CARD V8.25 - C	LASS 4								
	WRAL			F	09/09/16	:30	5:54 PM	PM16-149TH	\$400.00		1
29	WRAL	WRAL 6p News	6p-6:30p								
	Q4 CANDII	DATE WINDOW CARD V8.25 - C	LASS 4								
				09/05/16 to	09/11/16	2x	F				
	WRAL			F	09/09/16	:30	6:09 PM	PM16-149TH	\$550.00		2
	WRAL			F	09/09/16	:30	6:22 PM	PM16-149TH	\$550.00		1
30	WRAL	ACC Football	1230-330p								
	Q4 CANDII	DATE WINDOW CARD V8.25 - C	•								
				09/05/16 to	09/11/16	4x	S-				
	WRAL			Sa	09/10/16	:30	1:45 PM	PM16-149TH	\$500.00		1
	WRAL			Sa	09/10/16	:30	2:30 PM	PM16-149TH	\$500.00		2
	WRAL			Sa	09/10/16	:30	3:04 PM	PM16-165TH	\$500.00		4
	WRAL			Sa	09/10/16	:30	4:14 PM	PM16-149TH	\$500.00		3
				LR due to	ACC Ftbl Gm	Run Ove	er				
31	WRAL	Notre Dame Football	330-7p								
	Q4 CANDII	DATE WINDOW CARD V8.25 - C	LASS 4								
				09/05/16 to	09/11/16	2x	S-				
	WRAL			Sa	09/10/16	:00			\$350.00	Credited	1
	WRAL			Sa	09/10/16	:30	6:29 PM	PM16-149TH	\$350.00		2
32	WRAL	Sunday Golf	2-6P								
		DATE WINDOW CARD V8.25 - C	LASS 4								
				09/05/16 to	09/11/16	3x	S				
	WRAL			Su	09/11/16	:30	1:29 PM	PM16-149TH	\$200.00		2
	WRAL			Su	09/11/16	:30	2:51 PM	PM16-149TH	\$200.00		1
	WRAL			Su	09/11/16	:30	4:27 PM	PM16-149TH	\$200.00		3
33	WRAL	Saturday Hr 1	8-9p								

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref#
33	WRAL	Saturday Hr 1	8-9p								
(Q4 CANDIE	DATE WINDOW CARD V8.25 - CL	ASS 4								
				09/05/16 to	09/11/16	2x	S-				
	WRAL			Sa	09/10/16	:30	8:20 PM	РМ16-149ТН	\$350.00		1
	WRAL			Sa	09/10/16	:30	8:39 PM	PM16-149TH	\$350.00		2
		<u>Aire</u>	d Spots	72							

Gross Total \$59,450.00

Agency Commission \$8,917.50

Payment Terms 30 Days **Net Amount Due** \$50,532.50